

## AMENDMENTS TO THE CLAIMS

Cancel claims 1-15 without prejudice.

This listing of claims will replace all prior versions, and listing, of claims in the application.

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1-15. (canceled)

16. (new) A method comprising:

allowing a content creator to log into a system;

providing a content type specific template to the content creator, the content type specific template being associated with a particular content type of a plurality of content types supported by the system;

allowing the content creator to create a draft by using the content type specific template;

selecting at least one of a reviewer and an editor from among a plurality of reviewers and editors accessible via the system, the selecting based at least in part on the content type specific template; and

transmitting the draft to the selected at least one of a reviewer and an editor.

17. (new) A method according to claim 16, further comprising:

allowing the content creator to select the content type specific template from among a plurality of content type specific templates supported by the system.

18. (new) A method according to claim 17, wherein the plurality of content type specific templates includes a first template suitable for creating a website document, a second template suitable for creating an e-mail, a third template suitable for creating an alert, and a fourth template suitable for creating branded content.

19. (new) A method according to claim 16, further comprising:  
allowing the selected at least one of a reviewer and an editor to review the transmitted draft.

20. (new) A method according to claim 16, further comprising:

applying a tag to the draft;

wherein the selecting the at least one of a reviewer and an editor is based at least in part on the tag applied to the draft.

21. (new) A method comprising:

allowing a content creator to log into a system;

allowing the content creator to create a draft in the system;

applying a tag to the draft;

selecting at least one of a reviewer and an editor from among a plurality of reviewers and editors accessible via the system, the selecting based at least in part on the tag applied to the draft; and

transmitting the draft to the selected at least one of a reviewer and an editor.

22. (new) A method according to claim 21, wherein the system automatically applies the tag to the draft.

23. (new) A method according to claim 21, wherein the content creator applies the tag to the draft.

24. (new) A method according to claim 21, further comprising:  
allowing the selected at least one of a reviewer and an editor to review the transmitted draft.

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